

**REMARKS**

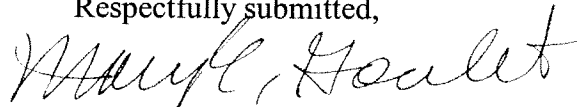
Claims 1-4 and 10-17 are pending in the application. Claim 1 is further amended above. As to the amendment, see, e.g., Applicants' specification at page 7, lines 17-18.

The remarks in the Amendment Under 37 C.F.R. 1.111 are incorporated by reference as if fully stated herein. Also, please consider that the references lack any teaching of a positioning system in which a positioning algorithm is used to determine the sales associate's location. There is no teaching or suggestion in the references of any connection between a blank surface (or locating of a blank surface) and a sales associate. Reconsideration and withdrawal of the obviousness rejection are respectfully sought.

In view of the foregoing, Applicant submits that Claims 1-4 and 11-17 are in condition for allowance. The Examiner is respectfully requested to pass the above application to issue. The Examiner is invited to contact the undersigned at the telephone number listed below, if needed.

Applicant hereby makes a written conditional petition for extension of time, if required. Please charge any deficiencies in fees and credit any overpayment of fees to Applicants' Deposit Account No. 50-0510 (IBM Corporation).

Respectfully submitted,



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